PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Alan Freeman DATE: June 26, 1986

FROM: Jeff Pecan

SUBJECT: Plan-O-Gram Testing Procedures

As we discussed on June 25, I would like to outline some basic testing sequences for Philip Morris rack sets.

GEOGRAPHY: Market share data should be used for three scenarios that would provide well-above-average, average and well-below-average Philip Morris share of market.

Recommended markets are:

Fresno, California	-- Above Average
National	-- Average
Columbia, South Carolina	-- Below Average

VOLUME: Additionally, three volume ranges should be tested within each geography for each rackset.

Recommended ranges are: 300 CPW, 600 CPW and 1,200 CPW.

RACK TYPES: A minimum of three Philip Morris rack sizes should be tested within each geography and volume range.

Examples are:

13 X 13 X 13 - 234 Row Rack
13 X 16 X 13 - 252 Row Rack
16 X 16 X 16 - 288 Row Rack

NOTE: The top shelf is eight cartons in height, and the remaining five shelves are five cartons high.

If you have any questions, please call me.

Jeff

JP/jl

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